



evidence-based rewards for a healthier world.

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MedEncentive named an Innovator of the Year

OKLAHOMA CITY – MedEncentive was honored as an Innovator of the Year by *The Journal Record* March 13 at an annual celebration of business innovation. MedEncentive, an Oklahoma City-based developer of web-based medical incentive (pay-for-performance) systems, has been recognized as an innovator three of the last four years for its inventive methods that promote health, improve healthcare, and control healthcare costs.

“A number of important studies and recommendations have been published recently that confirm our market results and call for a solution that is essentially MedEncentive,” said Jeff Greene, president and CEO. “These studies and recommendations are from prestigious organizations such as Dartmouth, University of Michigan, Forrester Research, Credit Suisse, Northwestern, Emory, and RAND Corp. MedEncentive is putting Oklahoma on the map in the area of transforming health.”

The Journal Record has named Innovators of the Year for 11 years. This year it awarded 36 businesses, individuals and organizations that have developed products and services that provide to the growth of Oklahoma communities. Recipients represent various industries including education, health care, aerospace and environmental.

MedEncentive, LLC is located in Oklahoma City. Founded in 2005, the company offers a web-based system of incentives designed to encourage healthy behavior and improve healthcare delivery, which leads to healthcare cost control. MedEncentive programs use patent-pending methods to create an alignment of interest (AOI™) among the consumer, medical provider, and healthcare purchaser/payer through a process called Triangulation™. This process directs “interactive” incentives from purchaser/payers to physicians and patients for incorporating evidence-based medicine treatment guidelines, information therapy and other types of performance standards. For more information visit www.medencentive.com.

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